

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Howard G. Page et al.

Confirmation No.: 8911

Application No.: 09/498,515

Group No.: 3622

Filed: February 4, 2000

Examiner: Yehdega Retta

For: ADVERTISING INSERTION FOR A VIDEO-ON-DEMAND SYSTEM

Mail Stop: RCE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

(AMENDMENT WITH REQUEST FOR CONTINUED EXAMINATION)

Introductory Comments

In response to the final Office action dated July 11, 2008 (hereinafter “the final Office action”), please enter the enclosed amendments and consider the following remarks. A request for continued examination (RCE) under 37 C.F.R. § 1.114(a), along with an authorization to charge the applicable fee under 37 C.F.R. § 1.17(e), is being submitted herewith.